



3626 2673

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Case No. 03-380)

In re Application of:

Scott A. Rosenberg et al.

Serial No.: 09/978,144

Filed: October 15, 2001

For: Method and System for Dynamic  
Ad Placement

RECEIVED

JUN 13 2003

Group Art Unit: 2673

Examiner: Not Assigned

Technology Center 2600

TRANSMITTAL LETTER

Commissioner for Patents  
P.O. Box 1450  
Alexandria Virginia 22313-1450

Dear Sir:

RECEIVED

JUN 18 2003

GROUP 3600

In regard to the above identified application,

1. We are transmitting herewith the attached:

- a) Power of Attorney
- b) Asset Purchase Agreement By and Among Sonicblue Inc./ReplayTV, Inc. and Digital Networks North America, Inc.
- c) Postcard.

2. With respect to fees:

- a) No fee is required.
- b) Please charge any underpayment or credit any overpayment our Deposit Account, No. 13-2490.

Respectfully submitted,

Dated: June 11, 2003

Eric R. Moran  
Registration No. 50,967



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Case No. 03-380)

In re Application of: )  
)  
Scott A. Rosenberg et al. )  
)  
Serial No.: 09/978,144 ) Group Art Unit: 2673  
)  
Filed: October 15, 2001 ) Examiner: Not Assigned  
)  
)  
For: Method and System for Dynamic )  
Ad Placement )

RECEIVED

JUN 13 2003

Technology Center 2600

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST**  
(REVOCATION OF PRIOR POWERS)

As assignee of record of the entire interest of the above identified

- ☒ application  
☐ patent

**REVOCATION OF PRIOR POWERS OF ATTORNEY**

all powers of attorney previously given are hereby revoked and

RECEIVED  
JUN 18 2003  
GROUP 3600

**NEW POWER OF ATTORNEY**

The undersigned hereby appoints all of the practitioners associated with the Customer Number provided below to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith and directs that all correspondence be addressed to that Customer Number:

Customer Number: 020306  
Principal attorney or agent: Bradley J. Hulbert  
Telephone number: 312-913-0001

**Assignee of Entire Interest:**

Name: Digital Networks North America, Inc.

Address: 19 Chapin Road

Pine Brook, New Jersey 07058-9777

**EVIDENCE AND CERTIFICATION OF CHAIN OF TITLE**

☐ Recorded in PTO on \_\_\_\_\_

Reel \_\_\_\_\_

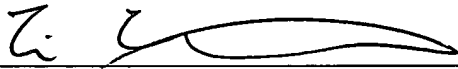
Frame \_\_\_\_\_

☒ Recorded herewith.

**ASSIGNEE CERTIFICATION**

In accordance with 37 C.F.R. § 3.73 the assignee hereby certifies that the evidentiary documents with respect to its ownership have been reviewed and that, to the best of assignee's knowledge and belief, title is in the assignee seeking to take this action.

Date: 6/9/03

  
Signature

Name: James Hollingsworth

Title: President